

**JOHNSON'S<sup>®</sup> Oil and Powder**  
**Overview of Promotions and**  
**Lessons Learned**  
**2008 -- 2013**

# Budgets 2008 -- 2010

- **2008 Oil and Powder Promotions Budget:** **Total: \$2,406,000**
- **2009 Oil and Powder Promotions Budget:**  
Debbie: \$1,372,000    Brand Controlled: \$271,000    **Total: \$1,643,000**
- **2010 Oil and Powder Promotions Budget:**  
Debbie: \$2,235,000    Brand Controlled: \$475,000    **Total: \$2,710,000**  
**Notes:** Original starting budget was \$1,085,000. \$550,000 was moved from media for Radio Programs and \$200,000 was moved for the Babies DVD and more money was moved in to support IRC's

# Budgets 2010 -- 2013

- **2011 Oil and Powder Promotions Budget:** **Total: \$2,232,000**
- **2012 Oil and Powder Promotions Budget** **Total: \$556,000**
- **2013 Oil and Powder Promotions Budget:** **Total: \$465,000**  
No separate budget. \$465,000 spent on Oil & Powder
- **2014 No Oil & Powder Budget** **Total: \$0**  
Facebook and HE coupons paid out of Franchise

# Oil Summary

Past programs centered around:

- Catalina,
- FSI's,
- DFSI's,
- Sweepstakes/Contests,
- Promotional Radio,
- IRC's
- Facebook coupons

Tied in with media platforms – print, online sites (Allure, Glam.com, etc.)



# Powder Summary

## Past programs centered around:

- Sampling (Women and Men),
- Scratch and Sniff,
- FSI,
- DFSI's
- Catalina,
- IRC's,
- Sweepstakes
- Facebook coupons

Tied in with media platforms – Weight Watchers, Gym Sampling

# 2008 Promotions

# Johnson's Oil & Powder

2008 Consumer Promotion Calendar											
	Q1				Q2				Q3		
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
Promotional Theme	Pink & Bonding		Full Line	Safe Kids					Joint Event with McNeil		
FSI	1/6/08 Baby FSI 43MM, \$1.00		3/2/08 Baby FSI 32MM, \$1.00	4/27/08 Safe Kids FSI, 40MM, \$1.00, 4/27/08 Hispanic FSI 4MM, \$1.00					9/14/08 Baby/McNeil FSI, 42MM, \$3/3, 9/14/08 Hispanic FSI 4MM, \$3/3		
IRC'S											
Catalina Targeted	Catalina program	Jan-Dec									
Sampling				POWDER: Lane Bryant Sampling		Powder: WW and Foot Locker Sampling					SMSI Hispanic & African American Sampling Program
Other					Curves Powder Coupon	Powder: WW Magazine Coupon					
Direct Mail			Co-op Direct Mail	to Expectant Moms	March-Dec						
Cross Ruff IRC's	Oil Wash IRC's on Oil										
Online Programs		Emails	Web Updates	Oil: MM Email Test							

# Powder Target

The target consumers for Powder in 2008 were curvy women and women who exercise so we focused programs to reach this consumer.

We ran programs reaching consumers at:

- Curves
- Weight Watchers
- Lane Bryant
- Lady Foot Locker



# Sampling

- The objective in 2008 was to test Powder sampling and scratch and sniff to determine if sampling would increase interaction and redemptions
- The goal was to use this learning to create sample packettes in the following year if sampling was effective
- The current 1 oz. Powder sample is too big to sample because it lasts too long
- Overall learning was that consumers didn't realize we had all the different Powder scents and based on survey results, purchase intent was higher now that they knew and experienced the fragrances

# Lane Bryant

- Distributed 600,000 brochures: 100,000 brochures with a Powder 1 oz. sample and 500,000 brochures with Scratch and Sniff of the Powder fragrances
- The samples redeemed at 2.00% and the scratch and sniff redeemed at 1.45%. These are good percentages for Powder and were benchmarked against Shower to Shower and other programs. Scratch and sniff or a more economical Powder sample is the best way to reach this consumer
- Test proved that samples/fragrance can help move more product
- Lane Bryant consumer is slightly older: average 40+ -- we thought we may want to target a younger, plus-size consumer

*Johnson's*  
baby powder

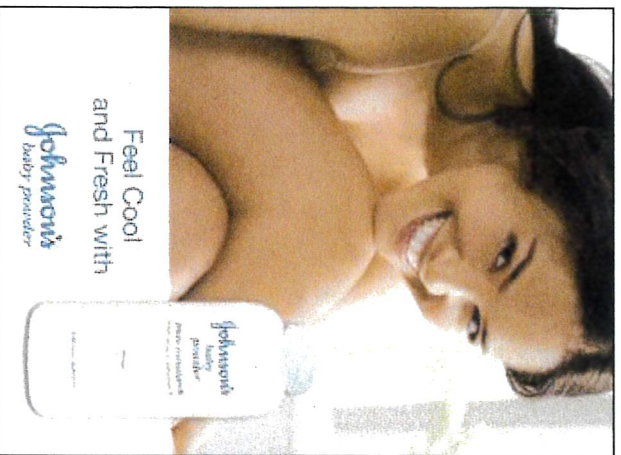
# Sample Execution- Overwrapped Sample





# Sample Execution- Scratch n Sniff Brochure

**Johnson's**  
baby powder



Cover



Inside



Back

# Consumer Feedback- Scratch n Sniff Brochure

Definitely will buy calming lavender and chamomile
I thought the scratch & sniff was a great idea. I love the calming and the cooling cucumber melon
Love it, after sniffing I will try
The scratch and sniff helped me decide which to try
Will be purchasing all four fragrances
I didn't know there were different scents
I think Johnson's is a great product. I love it
Thank you for the coupon
I was surprised with the pleasant fragrance of all 4
Love all the scents
Surprisingly I liked cucumber melon
Had already purchased the lavender - will try the others later
After a shower I love to use baby powder. It helps to keep me dry and I especially like the clean smell
Love the cucumber melon smell
Thanks for the coupon I will be sure to use it
I've always loved JJ powder. Keeps getting better and better
I used to use regularly. But I really like the cooling for summer
Excellent product
They all smell great
Smell is real mild and soothing



# Survey Results- sample

TOTAL RESPONDENTS

213

1. Did you try the Johnson's Baby Powder sample you received?		
Yes	Count	Percent
	183	86%
No	5	2%
Not yet, but plan to within 30 days	25	12%
2. Did you purchase Johnson's Baby Powder after receiving the sample?		
Yes	Count	Percent
	111	52%
No, but plan to	86	40%
No, not interested	7	3%
3. Which item most influenced your purchase decision?		
Powder Sample	Count	Percent
	88	41%
Brochure / Information	12	6%
Coupon	18	8%
All Three	79	37%
None	13	6%
Don't plan to use	1	0%

# Survey Results- Sample



4. Do you currently use powder?		Count	Percent
Frequent user		133	62%
Occasional user		51	24%
Haven't used in a long time		27	13%
Never used		0	0%
5. If you are a powder user, what brand(s) of powder do you use?		Count	Percent
Johnson's Baby Powder		140	66%
Private label powder		17	8%
Gold Bond		26	12%
Shower to Shower		49	23%
Other		8	4%
6. What is your age?		Count	Percent
18 - 25		3	1%
26 - 35		9	4%
36 - 45		69	32%
46 - 55		106	50%
56+		26	12%

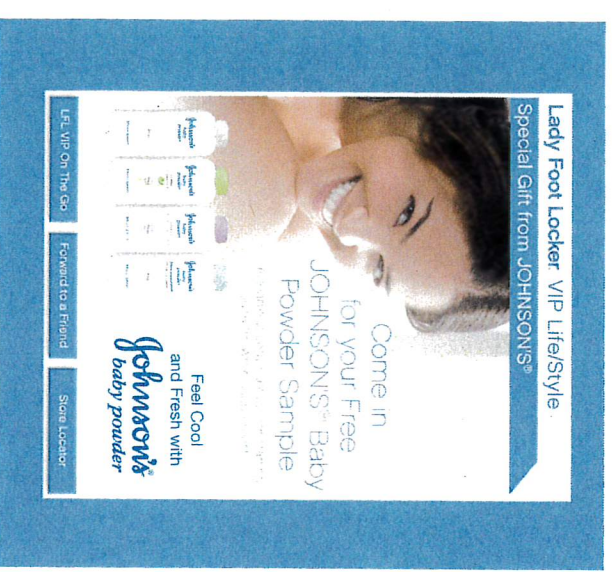


# Weight Watchers

- Ran an ad in Weight Watchers magazine with a coupon
- Reach was 2.6MM and it redeemed at .54% and moved 16,000 units of Powder
- This ad was part of overall media buy with Weight Watchers which included online and print components
- We also did a test of 150,000 samples of Powder with the brochure to Weight Watchers members and this redeemed at 1.24%

# Lady Foot Locker

- Listerine had a program booked with Lady Foot Locker and had to pull out so we took over their program
- This allowed us to test providing a sample to a younger consumer who was involved in exercising
- We sent out an email blast to their consumers telling them about a sample in-store
- We distributed 200,000 Powder 1 oz. samples with the brochure and this program redeemed at .58%. We determined that this target was not as good as Weight Watchers and Lane Bryant



# SMSI – Hispanic and African American Sampling and Education

- We did a test program with SMSI to reach African American and Hispanic moms with children (0-5) with a message about all of the JOHNSON'S® products
- SMSI has a huge network of beauty salons, daycare centers and churches to reach the African American and Hispanic community
- The message in the publication communicated "JOHNSON'S® For a Lifetime" and talked about all of the products
- Samples were hand-delivered in a custom bag and included a JOHNSON'S® Baby Lotion, Powder and DESITIN® sample
- The redemptions were low but that was anticipated – this program was about reaching the multicultural consumer in an engaging way
- Research showed stronger brand interest and purchase intent as a result of receiving the samples and information



# URBAN

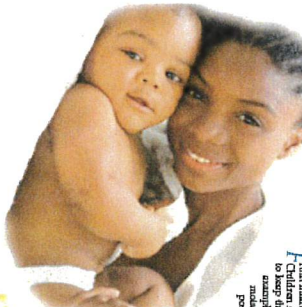
Pampered Living—Every Day! edition **CALL**

Johnson's® Power program dedicated to promoting better health

Children: \$0.00

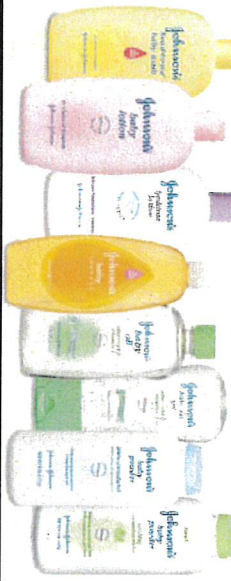
## Johnson's® for Life

Skin care is essential at every age



From infancy to adulthood, skin care is a family affair. Children are born with soft, sensitive skin that needs to be kept clear and healthy-looking every day. By their toddlerhood, parents are paying daily cleaning and moisturizing bills to their families, as well as a price tag for the skin care products they use. For over 100 years, JOHNSON'S® has been a trusted brand for families when it comes to nurturing and caring for baby skin. Johnson's Baby Oil is the gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations. Johnson's Baby Oil is a gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations. Johnson's Baby Oil is a gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations.

**Inside... Up to \$4.00 coupon savings**  
Page 3  
**Destin**  
Page 4  
**Pamper your skin**  
Page 10



## Pamper your skin with baby oil

**URBAN CALL EDITION**  
At the heart of every woman's beauty routine is a commitment to skin care. Johnson's Baby Oil is the gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations. Johnson's Baby Oil is a gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations. Johnson's Baby Oil is a gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations.



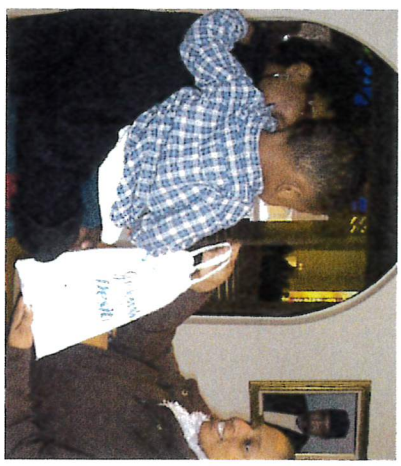
## Discover the comfort of powder

**URBAN CALL EDITION**  
Open those closet doors, socks, towel... When it comes to baby powder, many women have a special place in their hearts for Johnson's Baby Powder. It's the gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations. Johnson's Baby Powder is a gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations.



## JOHNSON'S® for Life

From the cover... All-around wetting protection in the form of JOHNSON'S® Baby Powder helps keep skin feeling comfortable and dry, while helping to keep skin soft and supple. Johnson's Baby Powder is a gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations. Johnson's Baby Powder is a gentle, gentle product of a trusted name in baby care — one that has been used by millions of mothers and fathers for generations.





# Inside Spread in Urban Call Publication

## Johnson's® For a Lifetime



For babies



JOHNSON'S® offers every product a new parent needs to gently cleanse, moisturize and protect babies' ultra-sensitive skin. Our unique NO MORE TEARS® formulas are as gentle to eyes as pure water, making bath time worry-free and full of fun. And our lotions moisturize for irresistibly soft, baby-fresh skin.



For toddlers and kids



As your toddler grows, her hair care routine will have to grow and change as well. Whatever your child's hair type, JOHNSON'S® NO MORE TANGLES® hair care line has everything you need for shiny, easy to comb hair.



For families and women



JOHNSON'S® products are gentle enough for baby's skin, yet moisturizing enough to restore your adult skin back to beautiful baby softness. JOHNSON'S® baby oil works wonders on adult and baby skin by locking in moisture with a smooth and silky feel. Adults can keep cool and comfortable with JOHNSON'S® baby powder. Its natural softness helps eliminate friction, which can irritate skin.



JOHNSON'S® Melt Away Stress products, specially created for adult skin care needs, help you feel calm and relaxed.

# Baby Powder Catalina

# Catalina Powder Program Summary

## Objectives

- Increase HH Penetration with Adult HH's
- Drive Volume at Walgreen's
- Convert Gold Bond and PL Buyers
- Gain Trial from Dieting HH's
- Gain Trial from SunCare Users
- Regain lapsed users (2H)
- Own user trade up (2H)

## Total Distribution

- 1,047,188 Coupons

## Outcomes

- Outstanding redemption results for both competitive and Lapsed users
- Gained trial with adult HH's
- Drove repeat with trial Households

50104

MANUFACTURER CPN

EXPIRES XX/XX/XX



Johnson's Baby Powder keeps skin feeling soft, fresh and comfortable.

**SAVE \$1.00**

off any  
Johnson's Baby Powder  
(excluding trial sizes)

Use as directed

Visit [www.baby.com](http://www.baby.com) for exclusive offers, tips, and savings

306065591  
999910-0721-1500

ORDER: CATALINA WAREHOUSE, 200 CAMPBELL PARKWAY  
ST. PETERSBURG, FL 33708

**Check out Markets**

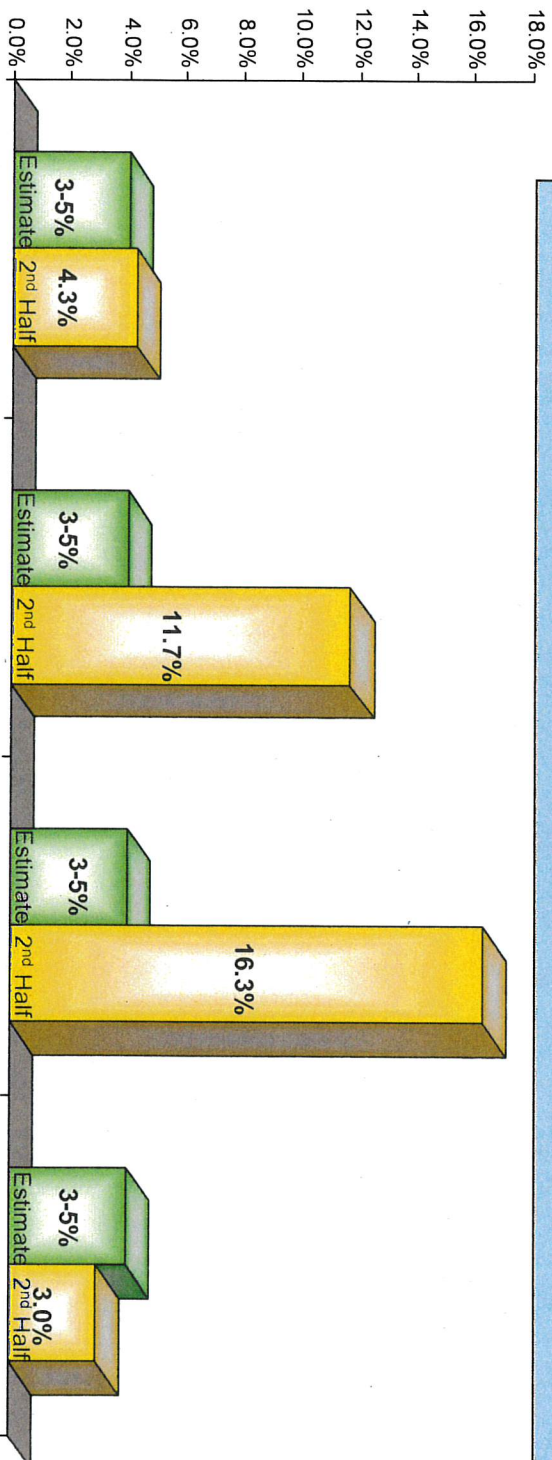
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# Lapsed / Competitive Switchers

As in the first half, lapsed and competitive targets continue to redeem above expectations.  
 The trade up offer for JBP transactions redeemed at the low end of expectations.  
 Consumers may have felt less need to stock up given the relatively long use-up time for a single unit.

Final Redemption Rates



Target:

Database:

Coupon Value:

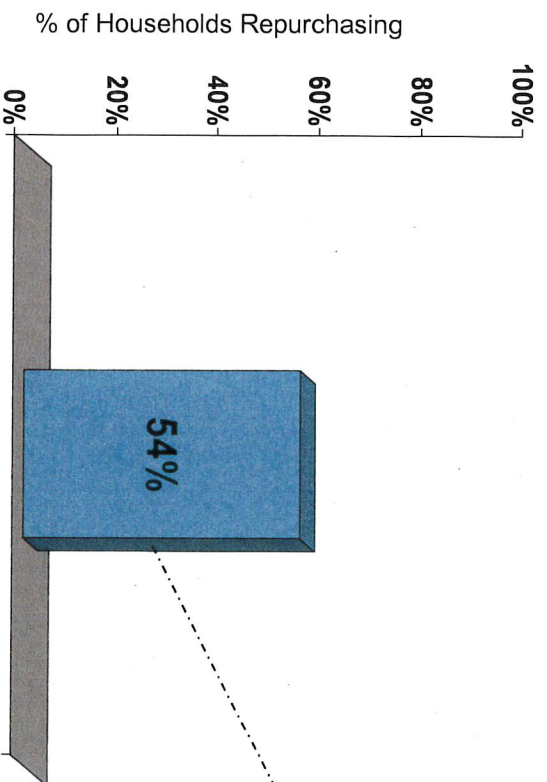
Geography:

Frequent Shopper	Frequent Shopper	Frequent Shopper	Transactional
\$1.50 off 1 Johnson's Baby Powder	\$1.50 off 1 Johnson's Baby Powder	\$1.50 off 1 Johnson's Baby Powder	\$1.50 off 2 Johnson's Baby Powder
National	National	National	National

## Gold Bond/Private Label Powder Households

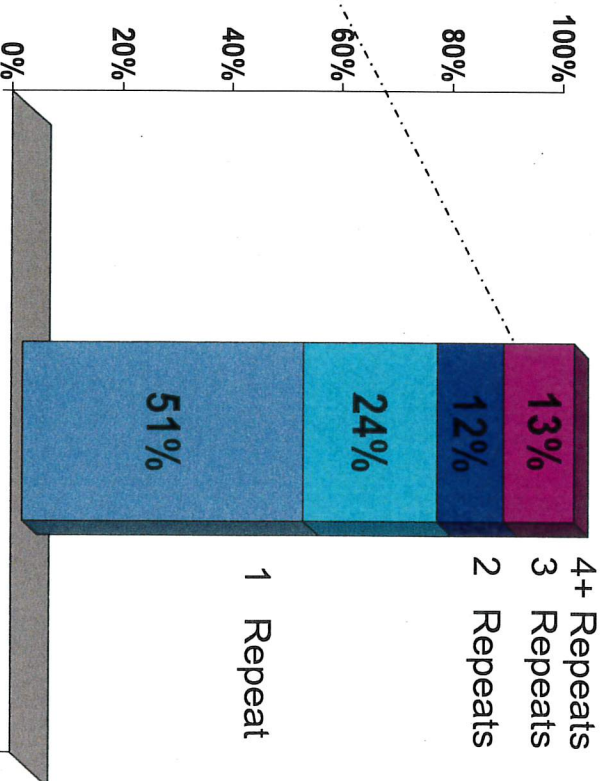
These competitive powder users exhibit very strong repeat rate and depth of repeat suggesting conversion to Johnson's Baby Powder.

Overall Repurchase Rate in %



54% of the Trial Households who received the Catalina communication bought Johnson's Baby Powder again.

Depth of Repurchase Rate  
54% (=100%); Avg. # of Repeats = 2.1



34% of those repeating Households who received the Catalina communication repurchased Johnson's Baby Powder two or more times

# JBP – Comments and Changes for 2009

- Observations
  - **Baby Powder program redeemed at an average of 4.6%.**
  - Best results were seen with HH's that have previously purchased Powder
    - Higher CPUM was seen with out of category triggers, which is common. It is more difficult and expensive to convert consumer's that have not previously used your product
  - Long term conversion from the data mining households looks good suggesting that the cost of targeting these consumers is worth it over time.
  - While both were shown to be excellent targets, Gold Bond consumers were even more responsive to the Johnson's Baby Powder offer.
  - Limited success with Own User Trade Up may be impacted by relatively long use-up time for the product.
- Changes for 2009
  - Eliminated Gold Bond buyer as target for competitive offers
  - Added Walgreens specific "next shopping order" promotion for Johnson's Baby Powder transactions



# JBP – Comments and Changes for 2H

- Observations
  - **Baby Powder program redeemed at an average of 5.1% a slight increase over 2008 performance of 4.6%**
  - Private Label trigger was highly effective in driving consumers to the Johnson's Baby Powder brand.
  - Walgreen's next shopping order program drove significant volume gains
  - Limited success with Own User Trade Up may be impacted by relatively long use-up time for the product.
- Changes for 2H
  - Added Gold Bond buyer as target for competitive offers

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FSIs	1/4 Trusted Care Group Event Full Line \$1 43MM		3/8 New HTT Products \$1 40MM	4/26 Safe Kids Group Event \$1 40MM					9/13 Full Line FSI with McNeil Pediatric &Desitin 42MM		11/8 March of Dimes \$1 19MM	
IRC's	Powder IRC's											
Coupons	Curves Coupon Handout, In Pack in First Touch Gift Sets and Target Registry Brochure											
Promotional Radio	Radio in Southern Markets to reach Target Consumer											
Internet	Coupon Redemptions on brand site											
Catalina	CATALINA											

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Promotional Radio	Radio in Southern Markets to reach Target Consumer											
Internet	Coupon Redemptions on brand site											
Catalina	CATALINA											

# Powder Radio: Program Objectives

- Create top-of-mind awareness and drive purchase of JOHNSON'S® Baby Powder
- Reinforce the key product attributes and benefits of JOHNSON'S® Baby Powder, while introducing the new Magnolia Petals scent
- Encourage consumers to stay cool and fresh this summer with JOHNSON'S® Baby Powder



# Powder Radio Results

• Program ROI:	1.3 : 1
• Total Promotional Value:	\$ 380,397
— On-Air Value:	\$ 353,997
— Off-Air Value:	\$ 26,400*
• Total Promotional Announcements:	2,588
• Total W18-49 Gross Impressions:	18,492,100
• Online Activity:	
— Email Blasts:	115,000+
— Streaming Spots:	1,500+

\*Off-Air Value includes conservative estimates for digital activity, station supplied prizes, appearances, etc.



# Powder Sweepstakes Overview

- First Powder Sweepstakes
- **Objective:** to drive fans to our Facebook page and keep adult fans engaged. Provide product education through Tips
- Facebook Updates, Coupons and Email
- Macy's was the preferred Gift Card – consumers had a choice of:
  - Macy's
  - Gap
  - Apple
  - Talbots
  - Nike

facebook

Keep Cool

Powder Giveaway

Keep Cool

Enter now for your chance to win cool daily prizes! We are taking a \$100 Gift Card everyday!

**ENTER NOW**

You could win a Gift Card! \$100

Want to see our cool prizes?

**Thank you!**

You're now in the running for your chance to win a \$100 Gift Card! There are so many ways for JOHNSON'S® Baby Powder. And there are so many chances to win!

Boost your chances of winning by logging in daily now through October 31, 2011 to earn more sweepstakes entries.

Have some friends who would love the chance to win? Tell them all about the JOHNSON'S® Keep Cool Powder Giveaway now.

**SHARE THE SWEEPSTAKES**

Go to Wall

**Cool Kicks:**

Gain an extra 10% off your purchase by scanning a JOHNSON'S® Baby Powder right into your phone to keep them smiling again. 24.7

close

< Previous 6 of 9 Next >

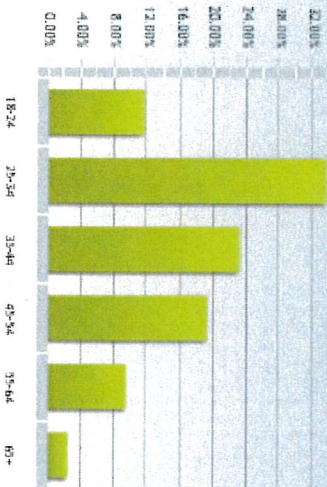
# POWDER SWEEPSTAKES RESULTS

## Results At A Glance

### Promotion Results

- Total Registrations - 21,584
- Total Opt-ins for Johnson & Johnson Family of Companies - 11,673 (54.2%)
- Time Spent on JOHNSON'S® baby powder Keep Cool Powder Giveaway Site Per Registrant Per Visit: 1 min and 3 sec
- Frequency: 5.1 visits per registrant
- Number of Entries: 117,928
- Number of Coupon Prints and Redemptions: 16,659 (prints) and 1,442 (redemptions)

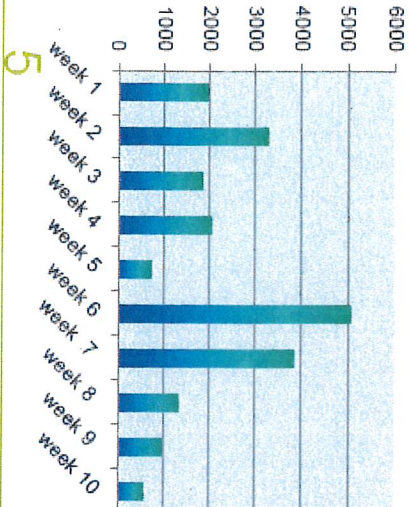
### Age Breakdown



### Facebook Shares

- ✓ Total Number of Posts regarding the Promotion on Facebook: 2,417 (1,488 registrants posted)
- ✓ Number of Posts to a Friend's Wall: 340
- ✓ Number of Posts to Personal Wall: 2,077
- ✓ Percent of total registrants who posted on a wall: 7.76%

### Registrations by Week



### Powder Tips from Consumers

✓ 6,380 (total) consumers shared how they keep cool with JOHNSON'S® Baby Powder during the promotion

✓ Liane C. from California states that "I used Johnson's Baby Powder to reduce sweat and remove shine before applying makeup."

### Top Participating States

State	Total Registrations	% Total
Florida	1,678	7.80%
California	1,627	7.50%
Texas	1,411	6.50%
Pennsylvania	1,114	5.20%
New York	1,069	5.00%
Ohio	1,072	4.80%
Michigan	976	4.20%
Illinois	861	4.00%
Georgia	798	3.60%
North Carolina	782	3.50%

\* The addition of Georgia and North Carolina to the top ten list is due to seasonality and product popularity/demand in those southern states.



# Powder Summer Essentials FSI

- This Summer Essentials Group FSI provided a vehicle to promote Powder with other adult brands for summer usage
- Redemption for the Powder coupon was .37% which was close to the projection of .4% -- it moved 148,000 units
- It redeemed well for one segment but was not as strong as the 2011 Oil solo FSI which redeemed at .64%
- When we ran the full page Pink Lotion FSI in 2010, Lotion redeemed at .4% and Powder redeemed at .38% so this FSI was comparable.
- June 2012 Powder MULO Dollar Sales were down .8% vs. June 2011 – however 2011 was down -4.2% vs. 2010 so this event may have helped keep the decline to a minimal amount.
- JOHNSON'S® Baby Powder got into the June FSI late when another brand dropped out and we didn't have the time to line up strong retail support and Topical Healthy was unable to gain as strong support for this event as anticipated





# 2012 DIGITAL FSI RESULTS

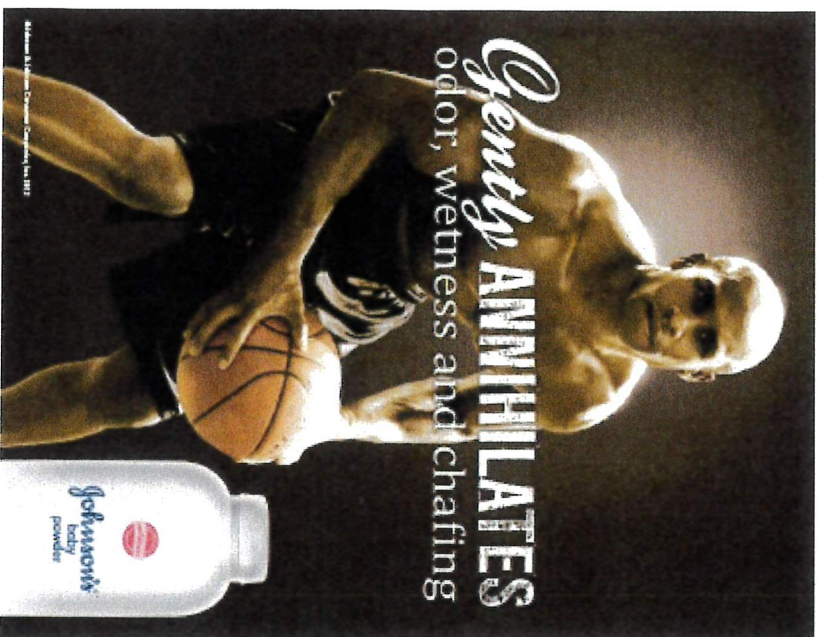


## The Digital FSI results are very positive with strong redemption and overall Positive ROI

Brand	Lotion: Core and Naturals	Lotion: Core & Naturals	Lotion: Core & Naturals	Naturals	Multi-Baby	Oil	Oil	Oil	Powder	Powder
Circulation	78,000	80,000	40,000	285,000	400,000	160,000	160,000	80,000	380,000	200,000
Month Run	January -- GE	January -- GE	January -- GE	March	April	January -- GE	January -- GE	January - GE	April	June -- Summer Essentials
Where Run	Coupons.com	Smart source	HE.com	Coupons.com	Coupons.com	Coupons.com	Smartsource	HE.com	Coupons.com	Smartsource
Insertion Cost	\$7,000	\$7,200	\$3,600	\$25,650	\$36,000	\$14,400	\$14,400	\$7,200	\$34,200	\$18,000
Coupon Value	\$1.00	\$1.00	\$1.00	\$1.50	\$0.50	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
Redemptions	11,457	14,745	12,999	21,882	57,096	14,222	18,787	11,796	32,257	30,780
Redemption %	15.75%	18.43%	32.50%	7.68%	14.3%	8.9%	11.74%	14.75%	8.49%	15.39%
Redemption Cost	\$12,692	\$16,574	\$14,785	\$35,458	\$36,627	\$15,756	\$21,171	\$13,497	\$36,237	\$34,768
ROI	\$1.11	\$1.18	\$1.34	\$0.68	\$1.49	\$0.90	\$1.00	\$1.07	\$0.87	\$1.11

\*Used GP of \$1.90 for each unit moved. ROI = GP\*Units/Insertion Cost + Redemption Cost  
1 to 1 overall cost – if you take a % of redemptions as incremental, then the ROI would be lower

# Powder Gym Sampling





# Powder Gym Sampling

- We did Powder Gym Sampling as part of an integrated media and sampling program
- ZoomFitness conducted the test and Promotions supported the program by developing special creative materials (billboards and counter cards) directed towards men exercising and providing the samples
- The campaign was very effective in re-engaging lapsed users with the Powder category and JOHNSON'S® Baby Powder and significantly impacted purchase intent
- There was strong recall of the locker room signage and counter cards
- **Sampling is the strongest driver of purchase intent** and when you integrate it with an advertising campaign it is extremely successful as evidenced by the results on the next few slides

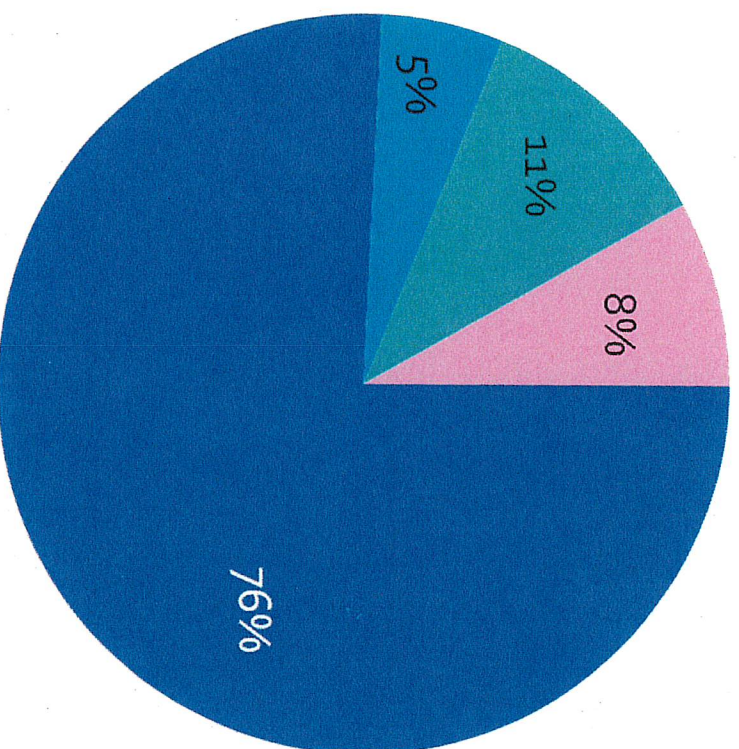




# Powder Sample Use

Sampling program was highly efficient with 87% of recipients using or planning to use it

Did you personally try the Johnson's Baby Powder you received as a sample?



■ Yes

■ No, but someone else in my household did

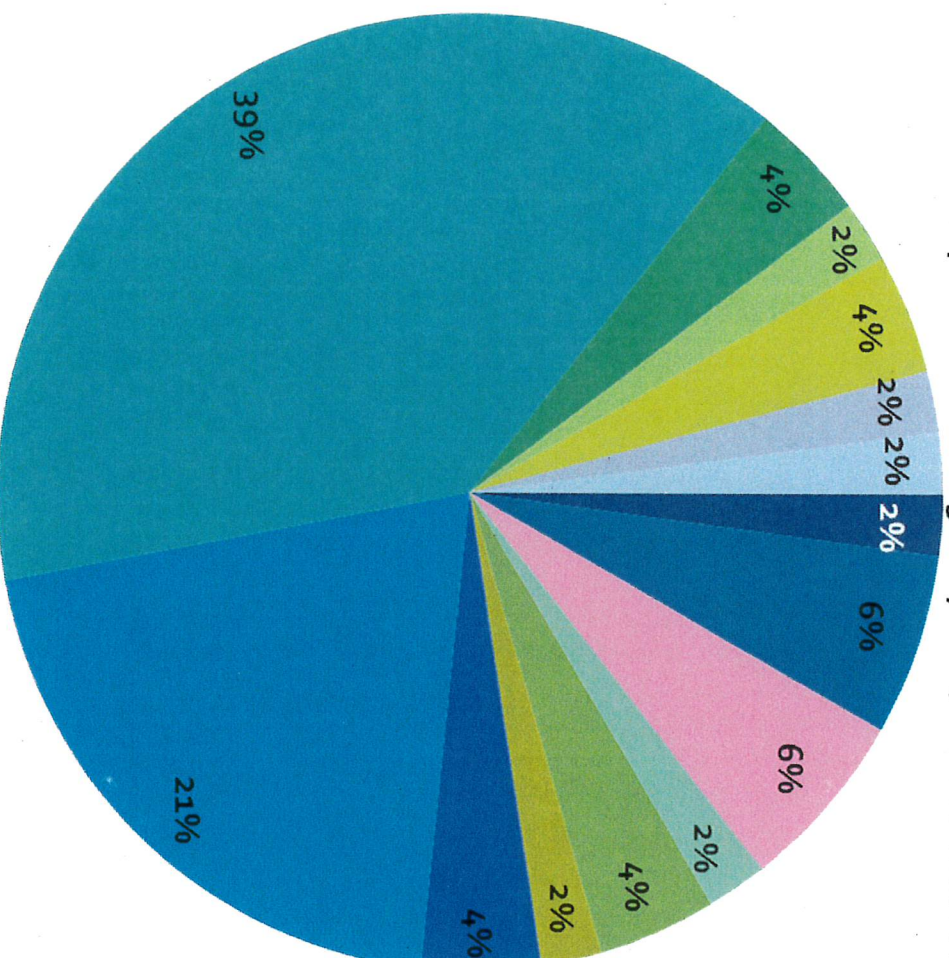
■ No, but I plan to use it

■ No, I will not try the sample in the next few months

# Sample Use by Competitive Users

The majority of samples reached regular users of JOHNSON'S® top competitors

Brand of powder most regularly use (of those that received a sample)



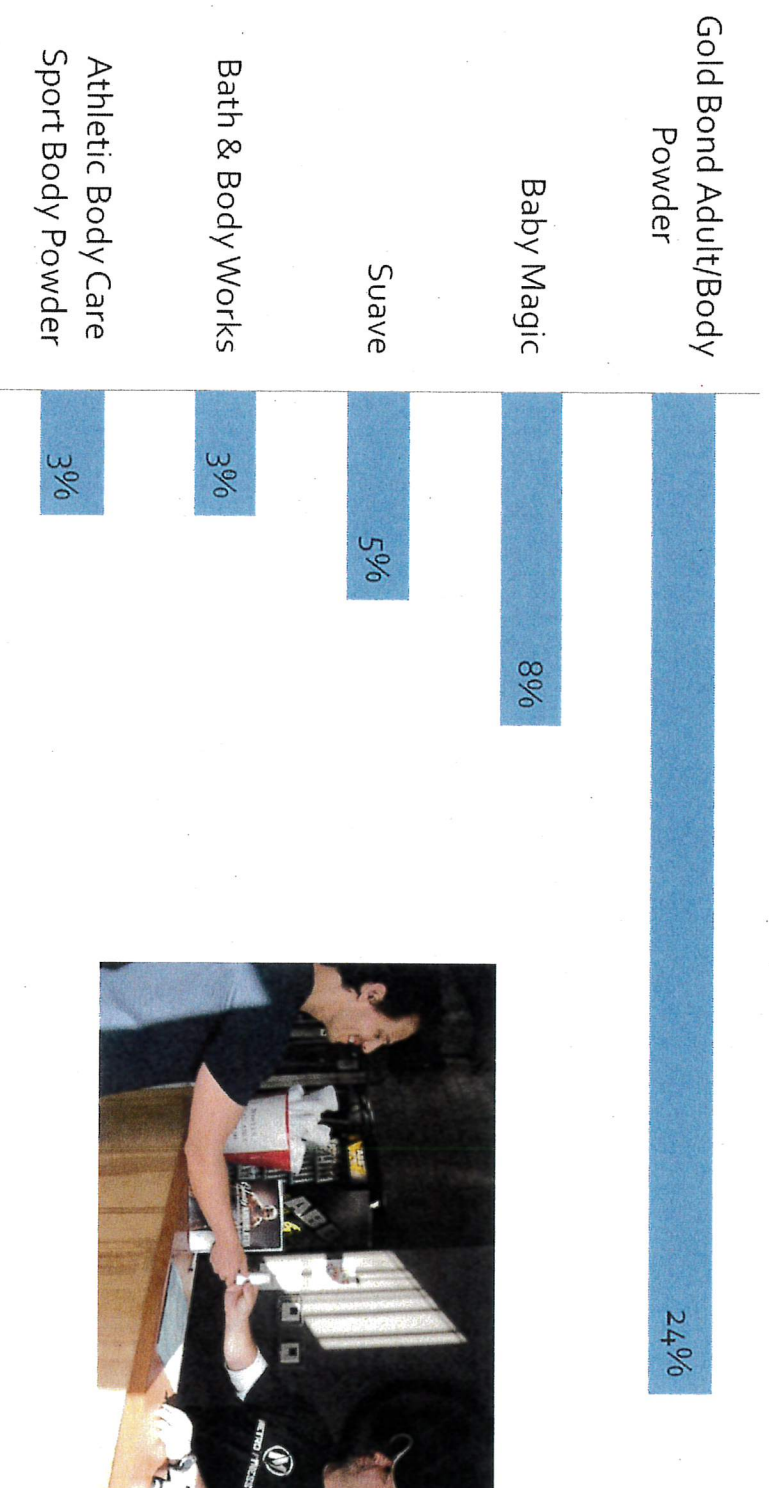
- Athletic Body Care Sport Powder
- Avon
- Baby Magic
- Bath & Body Works
- Body Shop
- Burt's Bees
- Gold Bond Baby Powder
- Gold Bond Adult/Body Powder
- Johnson's
- Mennen
- Shower to Shower
- Suave
- Any store brand baby powder
- Any other brand baby powder

n=37 Q14: Did you receive a sample of Johnson's Baby Powder at this health club in the past month or so?  
Q13: What brand of powder do you most regularly use?



# Sampling Reached Top Competitors

Campaign drove a quarter of regular users of their #1 competitor, Gold Bond Adult/Body Powder, to trial Johnson's Baby Powder

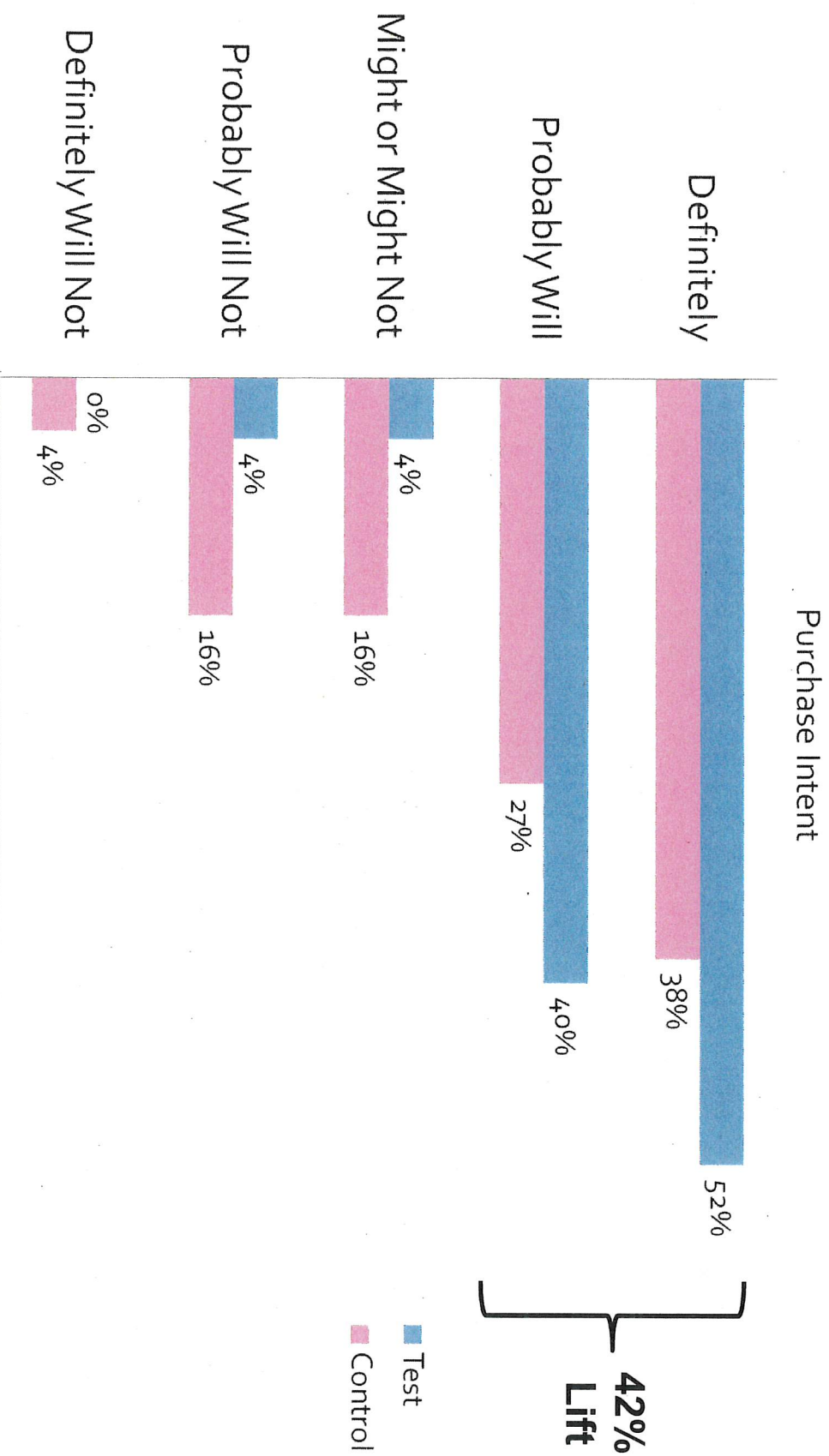


Test n= 37 Q13: What brand of powder do you most regularly use? Q15: Did you personally try the Johnson's Baby Powder you received as a sample? Chart Shows Of the top 5 brands most regularly used, the following percentage tried or plan on trying the Johnson's Baby Powder sample they received



# Powder Purchase Intent

Of those that tried the sample they received, 92% intend to purchase Johnson's Baby Powder in the future

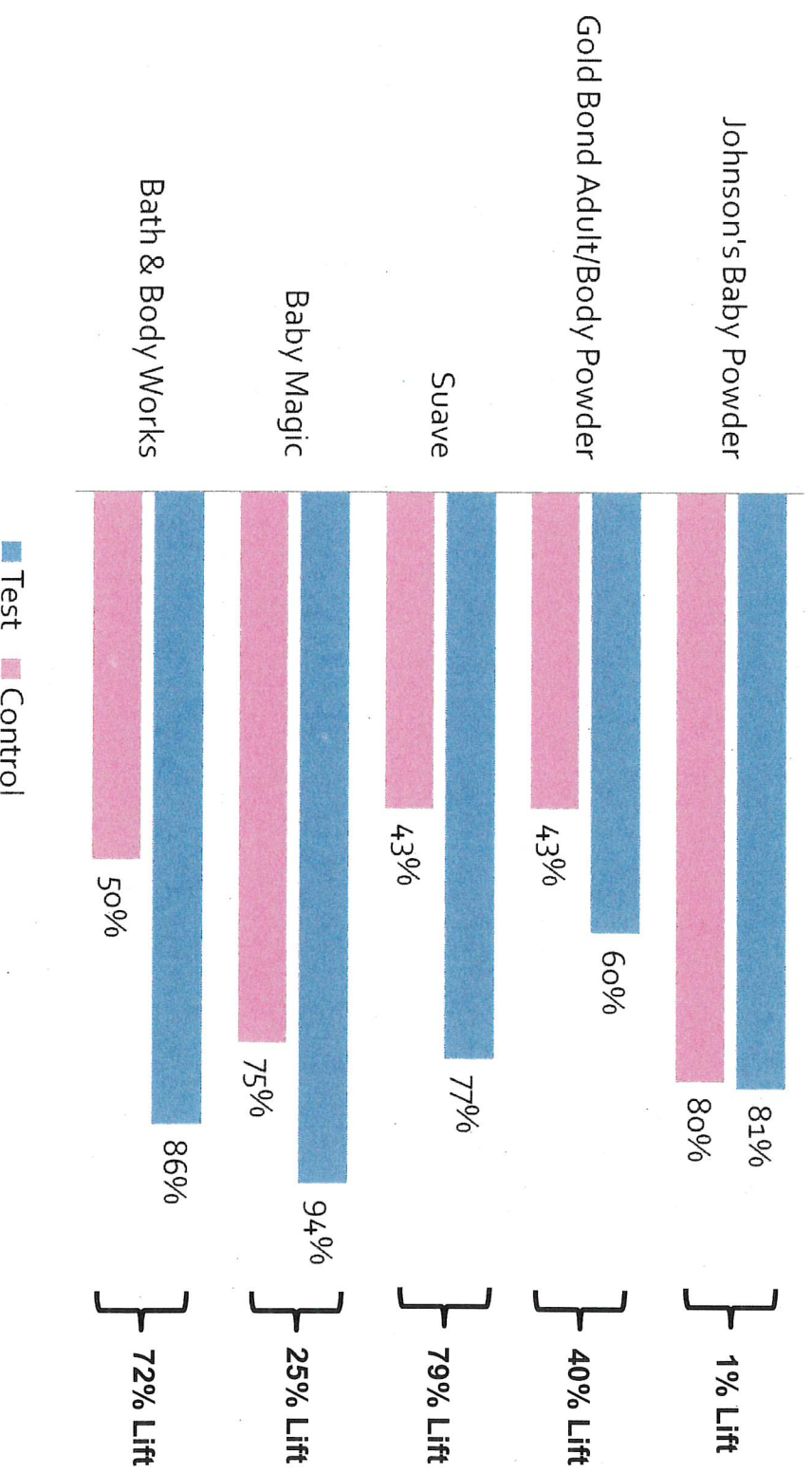


Tried Sample n=25, Control n=200 Q17: Do you think you will purchase or ask someone to purchase Johnson's Baby Powder for you in the future? Q15: Did you personally try the sample of Johnson's Baby Powder you received?

# Powder Purchase Intent

Campaign was highly effective in converting regular users of top competitive powder products to purchase Johnson's Baby Powder

Top 2 Box Purchase Intent for Johnson's Baby Powder of those that regularly use the following brands...



Test n=192, Control n=197 Q17: Do you think you will purchase or ask someone to purchase Johnson's Baby Powder for you in the future? Q13: What brand of powder do you most regularly use?

# Integrated Gym Sampling Program Implications

An integrated campaign utilizing sampling and static media is a highly effective way to influence and communicate with Johnson's Baby Powder target consumer in a point of use environment



- Effectively reaches target and re-engages lapsed users of powder products
- Creative specifically designed for fitness environment increases brand favorability
- Proven method for increasing purchase intent among current and lapsed users
- Sampling yielded extraordinary efficiency, yielding minimal waste
- Successfully converted users of competitive powder products



# **Powder Summertime Essentials**

## **Event**

# June 2012 Summer Essentials Event

## Program Overview:

- Description: An integrated program to increase total J&J Market Basket during the summer months with a national group event.
- Theme: Enjoy a Picture Perfect Summer
- Timing: June 2012
- Participating Brands: Benadryl Topicals, Cortaid, Visine, Aveeno Suncare, Band-Aid and Johnson's Baby Powder



## Program Tactics

- June 10<sup>th</sup> FSI
- Digital Photo Contest
- Direct Mail Program
- Digital Coupons
- Email Blast

	Q2			Q3		
	April	May	June	July	Aug	Sept
FSIs			6/10			
Theme			Enjoy Outdoor Moments			
Circ			40MM			
At-Home			Direct Mail Program			
Digital			Digital Coupons and Landing Page with Outdoor Education			
			Microsite with Summer Content and Contest Details			

# Summer Essentials

- The Powder Digital FSI tied in with the event redeemed very well at 15.4%
- The Direct Mail piece didn't redeem very well at only 0.6% for Powder

# More Great Coupons



**Save \$1.50**  
on any **ATTENDO** surprise  
product (excludes trial size)



**Save \$1.00**  
On any **VINEVE**, All or  
larger or Vinee Soothing Wipes  
Product



**Save \$1.00**  
on any **JOHNSON'S Baby**  
Powder 15 oz. or larger  
(excludes Baby + to 10 y.o.)



**Save 50¢**  
On any **QUILTVENT'S BABY**  
Product



**Save \$1.00**  
On any **RENAULT'S**  
TOPICAL Product



**Save \$1.00**  
On any **CORTAD'S** Product

Get these coupons and many more...

**Save \$100**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Enjoy the outdoors without the itch**

**Itchy Skin Relief**  
 Itchy Skin Relief  
 Itchy Skin Relief  
 Itchy Skin Relief

**ENJOY A PICTURE PERFECT SUMMER**

**Visine**  
 Reddened eyes  
 Irritation caused by  
 outdoor activities  
 sun  
 wind  
 10 DAY SUPPLY

**Save \$2.00**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Save \$1.00**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Prepare for a picture perfect summer**

**Think all bandages are the same? THINK AGAIN.**

**QUILTVENT™**  
 NEW!  
 Band-Aid's revolutionary new bandage technology. QUILTVENT™ bandages are designed to keep your skin cool and dry all day long. They're the only bandages that are truly breathable. They're the only bandages that are truly waterproof. They're the only bandages that are truly comfortable. They're the only bandages that are truly picture perfect.

**Save 50¢**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Save \$1.00**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**PREPARE FOR A PICTURE PERFECT SUMMER**

**Save \$7.00**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Feel Cool, Comfortable and Dry All Day**

**QUILTVENT™**  
 NEW!  
 Band-Aid's revolutionary new bandage technology. QUILTVENT™ bandages are designed to keep your skin cool and dry all day long. They're the only bandages that are truly breathable. They're the only bandages that are truly waterproof. They're the only bandages that are truly comfortable. They're the only bandages that are truly picture perfect.

**Save \$1.00**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Save \$1.00**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Take Control. Break the itch cycle and keep your skin cool and dry all day long.**

**Save \$7.00**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee

**Avicino**  
 Sunscreen  
 Sunscreen  
 Sunscreen  
 Sunscreen

**Save \$1.50**  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee  
 100% Satisfaction Guarantee



# Highlights

## Summer Essentials

- The program saw 8,050 registrations throughout the 8 week submission phase
- 38.7% of consumers who registered, uploaded a submission to the contest
- The program saw a 51% registration conversion rate compared to an ePrize bench mark of 28 - 35%
- The email blasts to the JOHNSON'S® baby database help drive 2 large spikes in registrations. The total for the day of and following day of the baby email blasts drove 2,336 (26.9%)
- 63% of the registrations were between the ages of 25 and 44
- Provided engagement for J&J consumers and our fans and let them upload all kinds of summer fun photos

